

**MIDDLE ATLANTIC
Region 1
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Health Sciences Library Association of New Jersey Group
Licensing Initiative 2
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Executive Summary

Primary Goals

1. Continue the growth of the HSLANJ Group Licensing Initiative (GLI) through the addition of new licensing members.
2. Create a marketing and public relations campaign to raise awareness of the GLI and encourage membership for all hospital libraries in the Middle Atlantic Region.
3. Create and build a database to integrate the order entry process and improve accuracy of orders and pricing.

Target Population

The target population is health sciences librarians at over 300 primary access hospitals in the MAR. Through them, we hope to ensure that healthcare professionals throughout the region have access to high quality, reasonably priced information for use in clinical decision making. They were chosen because they are the most appropriate people to be making purchasing decisions for information resources in each library. In hospitals that don't have librarians, we will work with the NN/LM contact person to help them best decide what resources are appropriate for their hospitals.

Partners

HSLANJ has partnered with Karen Hendricks of Hendricks Communications, to create a marketing and public relations campaign. HSLANJ has also partnered with Mark Pemburn of Pemburnia, LLC, to create a database to integrate the order entry process. In addition, HSLANJ is partnering with NN/LM MAR staff to promote the GLI. Finally, several vendors have expressed an interest in helping to promote the GLI as they see that promotion as a win-win for libraries, the GLI and themselves.

Major Accomplishments

Creation of our public relations and marketing campaign
Creation of a computerized order entry database
Continuation and expansion of the GLI

While the GLI would likely have been able to continue unaided, the funding provided by the MAR helped to further strengthen the GLI. We would not have been able to create our marketing plan or the database without this funding. These two pieces are fundamental to the continued success and expansion of the GLI. The informational brochure and other pieces created by our consultant will help ensure that as many people know about the GLI as possible. The database integrates and automates the ordering process and helps to reduce clerical errors because information is entered into the system once rather than multiple times.

Publications

www.hslanj.org/GLIBrochure.pdf
www.hslanj.org/AboutGLI.pdf
www.hslanj.org/FAQGLI.pdf
<http://nml.gov/mar/blog/2012/05/04/mid-atlantic-hospital-libraries-invited-to-join-innovative-consortium/>

Minority Populations Served

African Americans: No
American Indians/Alaska Natives: No
Asian Americans: No
Hispanics/Latinos: No
Native Hawaiians and Pacific Islanders: No
Other: No

Approaches and Interventions Used

Primary Goals

1. Continue the growth of the HSLANJ Group Licensing Initiative (GLI) through the addition of new purchasing members.
2. Create a marketing and public relations campaign to raise awareness of the GLI and encourage membership for all hospital libraries in the Middle Atlantic Region.
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Steps and Activities

Expansion

We have been setting the stage for expanding the GLI for some time. The BQSI/MB has been asking to participate in the GLI for several years, but staffing and work load concerns prevented their inclusion. Because of this award, more staff time could be devoted to the administrative functions required to invite that consortia to participate. A few members of the CPHSLA consortia have been participating for several years, but a renewed marketing effort with CPHSLA provided the opportunity for several more members to participate this year.

Public Relations/Marketing

In November 2011, the GLI contracted with a public relations and marketing consultant who created an aggressive proposal for marketing and publicizing the GLI. Over the last few months, the consultant created an attractive informational brochure which was recently mass-mailed to all primary access hospital libraries in the MAR that are not currently members of the GLI. The consultant also created supplemental "about" and "FAQ" documents which will be used to help answer librarians' questions about group licensing and the GLI. All three documents are posted on a newly created GLI web page which resides on the HSLANJ web site. The page and documents can be viewed by going to www.hslanj.org/gli.html.

Database

In addition to the public relations and marketing consultant, we also contracted with a database programmer to create an integrated and automated database for order entry. This database will make obsolete the use of nine different spreadsheets integrating the order entry process into one seamless function. Because data will only need to be entered one time, the database will be a significant time saver and the incidence of errors will be greatly reduced.

Team Member Contributions

Robert Mackes serves as the project manager for the GLI, while Barbara S. Reich and Kerry O'Rourke served in advisory and supervisory roles. Robert Mackes interfaced with consultants, vendor representatives, and existing and potential new members, presented at CPHSLA and BQSI/MB consortia meetings, and processed and invoiced orders. Barbara Reich and Kerry O'Rourke provided final approval on all documents that were produced and invoices that were submitted for payment. They also provided vision, planning and direction, assisted in writing and editing documents, took part in contentious vendor negotiations, and helped troubleshoot vendor statistical and reporting issues. Kerry O'Rourke also presented at a BQSI/MB consortia meeting.

Evaluation Activities

No specific evaluation criteria were created for this project. The project goals were met in that:

1.

There are more participants in this year's program. As of this writing, 82 institutions have committed to participate in this year's program, versus 68 last year.

2. A robust and effective public relations and marketing campaign has been created.

3. An integrated and automated order entry database has been created.

Problems or Barriers Encountered

No major problems or barriers were encountered.

Continuation Plans

The program is indeed going to continue. The fact that the number of participants has grown by 20% over last year, before the full implementation of the marketing campaign, shows that the GLI is filling a need in the medical library community.

Over the next two years, we plan to expand to include hospitals in the entire MAR. The groundwork for that expansion was laid in early May with the mass mailing of the GLI informational brochure along with an explanatory letter under the project manager's signature. Upon receipt of that letter, several librarians immediately contacted the project manager to inquire about participation in the program. Over the next few months, the project manager will be contacting librarians individually to discuss the benefits of participating in the GLI and how they can join. The project manager will also be attending the MLA Chapter meetings in the region to further discuss group licensing with librarians from the region. Additionally, a needs assessment will be conducted this summer to determine what other vendors should be included in the GLI.

The GLI has requested additional funding from the MAR to assist with administrative expenses as the initiative grows. The project manager will continue to grow the initiative with assistance from the project supervisors/advisors. As the initiative grows, income will also increase, the initiative will become self-supporting and financial assistance from the MAR will eventually become unnecessary.

Impact

Impact

Because of volume pricing and the power of group purchasing, medical libraries in four states are able to purchase resources at significantly reduced prices, prices that are much lower than most librarians are able to negotiate on their own. The ultimate impact is that healthcare professionals throughout the region have access to high quality, reasonably priced information for use in clinical decision making.

Success Stories

"We have been a member of the Group Licensing Initiative since the beginning. We went with CINAHL (Cumulative Index of Nursing and Allied Health Literature) as our first product – it was half the cost—and the GLI has been great ever since. We still do very well with our prices but that first one--realizing we could negotiate the price of these packages--it was eye-opening."

"We have always been supported by our administration; my library was very well supported years ago when we had 300 hard-copy resources. But today we have access to 7,000 thanks to the group licensing initiative."

"It's wonderful that Robb and a committee of just a few people negotiates on our behalf. There's something to be said for being part of a group—there is strength in numbers. (The Group Licensing Initiative) really has their finger on the pulse. If we suggest other resources or databases to them, they go to work for us."

"We are librarians, and in this busy atmosphere, I can't imagine us having time to talk to the vendors. To have a group that does it for us, wonderful academic people that bring such expertise, it's wonderful."

-Patricia May, MLS, Director of Library Services, St. Joseph's Healthcare System, Paterson, NJ

"I've been able to acquire the Ovid materials, databases, the psych articles for the behavioral science group, the MEDLINE database, some journals, additions to the nursing collection, materials by McGraw Hill such as the ebooks in the AccessMedicine and AccessSurgery collections. We have newer, younger physicians coming in and since our campus is so sprawling, they can't take the time to come across campus for an actual textbook, so the electronic textbooks work great. And I don't think I'd be able to afford all of this if it wasn't for the HSLANJ initiative."

-Beth Lewis, M.L.S, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, PA

Lessons Learned

Our project seems to be full of “lessons learned,” none of which are particularly positive or negative. Since the GLI has been relatively static with regard to membership over the last few years, we are experiencing the normal “growing pains” that an organization experiences when new members join. New members tend to have many more questions with regard to paperwork and other procedural items. We anticipated this in advance and were prepared for the vast majority of the questions presented.

There are two unforeseen positive uses for the marketing materials. First, librarians are using these materials in their home institutions to show their administrators that they are being proactive, innovative and fiscally responsible by participating in the GLI to license resources. Second, vendor representatives have asked for supplies of the informational brochure to help publicize the GLI, providing their potential customers with a more economical way to license their resources. This is a win-win for everyone involved.

Other

www.hslanj.org/GLIBrochure.pdf

www.hslanj.org/AboutGLI.pdf

www.hslanj.org/FAQGLI.pdf

<http://nnlm.gov/mar/blog/2012/05/04/mid-atlantic-hospital-libraries-invited-to-join-innovative-consortium/>

Attachment 1: AR summary data: Subcontractor activities